

NEW STORES HIT THE TARGET

TARGET officially opens its six new stores here Monday bringing San Antonians a merchandising concept, that, according to the company, has not been seen before in this city.

The 20-year-old Dayton-Hudson discount chain features clean stores, wide aisles, name brands and a "satisfaction guaranteed" policy.

"Our concept of merchandising, with everyday low prices and very low advertised prices, is something unique to Target and therefore to San Antonio," commented Marvin Baumer, district manager. "Target's formula is a combination of low prices, quality of merchandise and a clean shopping atmosphere. It's a family place to shop."

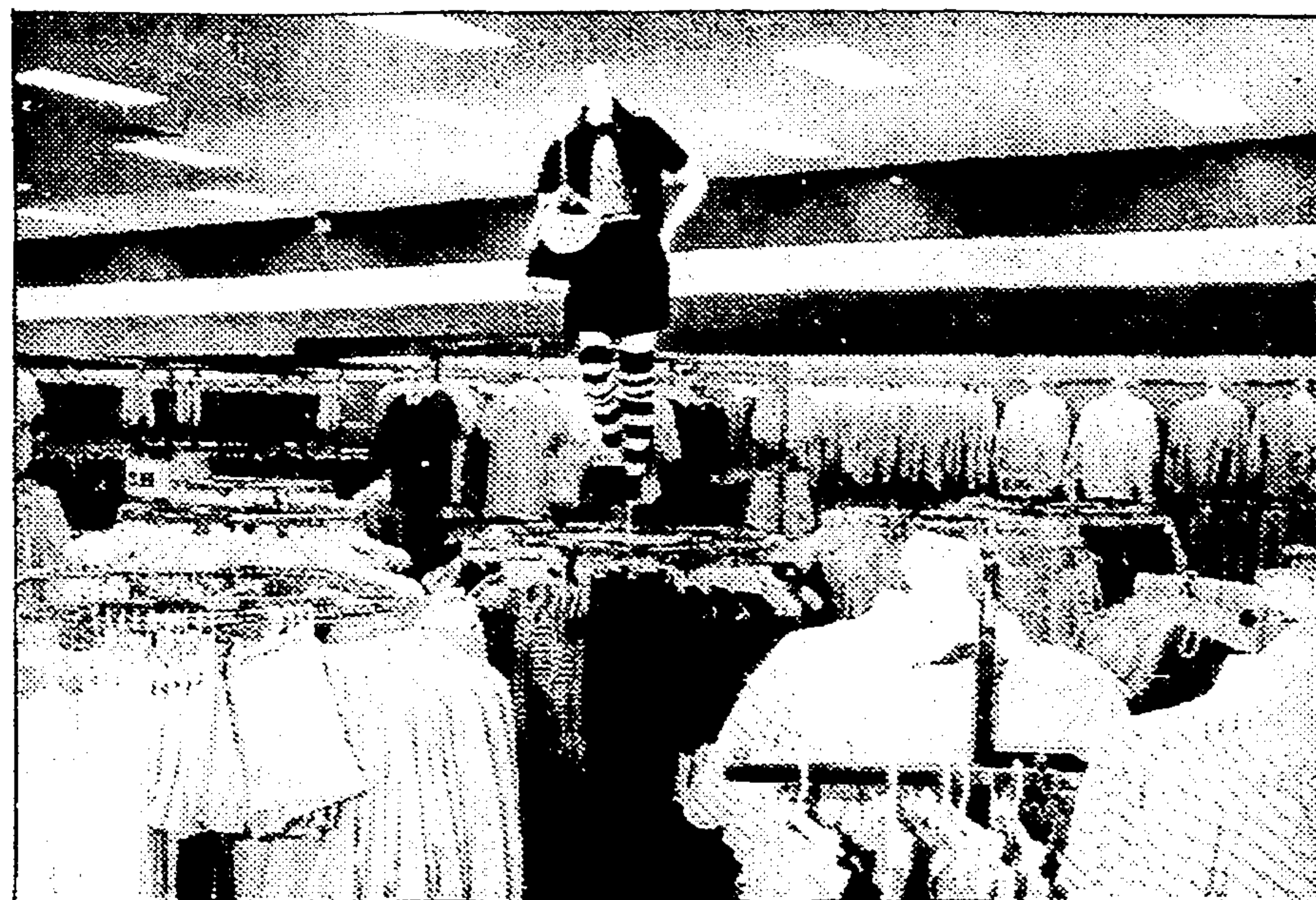
The stores are located at 2415 S.W. Military Drive, 2643 N.W. Interstate 410 at Vance Jackson Road, 8211 Marbach Road at I-410, 5776 Bandera Road at I-410, 13700 San Pedro Ave. at Bitters Road and 5330 Walzem Road.

Each of the six stores, approximately 100,000 square feet each, is similarly designed with a "racetrack," or wide main aisle, leading the shopper to all departments throughout the store. "At Target, you will find no pallets or tables of merchandise cluttering the aisles. We make sure that customers have plenty of room to shop around the store," Baumer said.

TARGET carries a wide variety of products, concentrating on the most popular and best-selling brands in each category of merchandise. The company sells ladies', men's and children's apparel in all sizes and a large selection of styles. Designer wear, including the well-known labels of Calvin, Levi, Wrangler and Izod, are carried by Target.

Goods can be found in all price ranges. For example, in the jewelry department, Target has a range of items from Seiko watches and 14-karat jewelry to costume jewelry.

Everything for the house can be found in the housewares, hardware and home furnishings or domestics departments. Baumer added that Target tries to provide many quality items for those on a budget and has



A wide selection of sizes and styles are featured for ladies.



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some modestly priced furniture including lightweight upholstered foam couches and chairs, stylish wood dining sets and accent furniture pieces.

Other departments include shoes, sporting goods, cosmetics and health and beauty aids, automotive, cameras and electronics, lawn and patio, books and magazines, toys and candy.

Target's automotive service department will install the batteries, tires and other products sold in the automotive department. In addition,

oil changes and minor car maintenance is performed.

A snack bar is located near the front of each store and offers a breakfast special.

To help customers find what they are looking for, merchandise in each department is clearly and attractively displayed on shelves and racks that are, according to Baumer, normally found in a retail department store and not a discount store.



Photos by Scott Sines

Accessible wide aisles provide plenty of shopping room.



Boys Wear features every clothing need for young boys and men.

Target maintains a policy of looking closely at the cost of an item and the price at which the stores would need to sell it in order to ensure that a customer can purchase merchandise at Target at a substantial savings, Baumer stated.

To offer even greater values to customers, Target also sells its own label merchandise that has been extensively tested to measure up to name-brand merchandise for its "compare and save" advertising claims. "Target wouldn't put its name on a product unless we were

confident of the quality and proud of the product," said Baumer.

Likewise, the company's concern about the quality of toys led to a policy of safety testing every toy before it is offered to customers. Said Baumer, "Our company's lab checks out every toy before it is stocked in the stores."

Customer convenience carries a high priority at Target. Checkout stands are designed so that cashiers can bag merchandise while they are ringing up sales, thereby speeding

up the time it takes to purchase goods. Commented Baumer, "Target felt it was well worth the extra time and money to train cashiers to use cash registers by touch. We are committed to customer satisfaction with all facets of our store."

CUSTOMER satisfaction is guaranteed at Target. "We have a policy of satisfaction guaranteed or your money back," Baumer said. "We are very proud of what we term our 'no hassle' refund policy."

Target is also concerned about the community. While Dayton-Hudson allocates 5 percent of its pre-tax profits to charitable causes, Target has already awarded grants to the Westside Coalition for a training program for unemployed women and has subsequently hired 10 of the participants, to St. Edwards College in Austin for establishment of a financial aid program for college students and a grant for a mural to be created downtown on a yet-to-be-determined building.

Target is the largest operating division of Dayton-Hudson. More than 160 stores are located throughout the nation. Company history was set with the one-time opening of six stores here but was immediately topped by the simultaneous opening of eight stores in San Diego.

According to Baumer, Target entered the San Antonio market because of the city's location in the middle of the Sun Belt and its high projected growth. The company began planning its San Antonio operations more than three years ago.

The company employs approximately 1,350 local residents plus over 75 percent of the management group here were hired from local applicants. More than a third of the store executives also came to Target from the San Antonio marketplace.

Managers of the stores are: Ernie Henson, S.W. Military Drive; Tom Whitfield, N.W. I-410; Roger Martin, Marbach Road; Russ Emper, Bandera Road; Rudy Colanoro, San Pedro Avenue; and Jean Karagheusian, Walzem Road.

The six Target stores are open from 9 a.m. to 9 p.m., six days a week. ■